



## Press Release

Date: April 2, 1998  
Number: 98-4-51

Contact: Jodie Chase (415) 561-8658  
Ken Kaplan (415) 561-8724

### **BAYTV TO PROVIDE LIVE COVERAGE OF OAKLAND MAYORAL PRIMARY CANDIDATES DEBATE IN A "VOICE OF THE VOTER" SPECIAL ON MONDAY, APRIL 6**

**TWO-HOUR LIVE SPECIAL AIRS MONDAY, APRIL 6 AT 7:00 P.M. FOLLOWED BY THE  
PREMIERE OF THE ONE-HOUR "9 O'CLOCK NEWS" AT 9:00 P.M. ON BAYTV, CABLE 35**

(San Francisco) -- BayTV will present live, commercial-free coverage of the Oakland mayoral primary candidates debate on Monday, April 6 from 7:00 p.m. to 9:00 p.m. on BayTV (Channel 35 on most Bay Area cable systems). The two-hour BayTV "Voice of the Voter" special will be followed by the premiere of BayTV's expanded one-hour "9 O'Clock News" at 9:00 p.m. The debate will be repeated on Saturday and Sunday, April 11-12 from 11:00 a.m. to 1:00 p.m. on BayTV, Cable 35.

The public debate will be held at the Lakeshore Baptist Church in Oakland and is presented by the Greater Mandana Action Coalition, a neighborhood group of volunteers working to improve their community and encourage business development in Oakland. The forum will feature 11 Oakland mayoral candidates: Fremont school teacher Hugh Bassette, attorney and former Oakland City Council member Leo Bazile, urban planning professor Edward Blakely, former California Governor Jerry Brown, businessperson Ces Butner, Oakland City Council member Ignacio De La Fuente, spiritual values leader Maria G. Harper, Alameda County Supervisor Mary King, businessperson Audrey Ric Oliver, NAACP Oakland Chapter President Shannon Reeves and businessperson Hector Reyna.

For more information on the forum, contact Cameron Brown at the Greater Mandana Action Coalition (510-251-9555). Lakeshore Baptist Church is located at 3518 Lakeshore Avenue in Oakland.

Voice of the Voter is a project developed in 1994 by the San Francisco Chronicle, KRON-TV, BayTV, SF Gate and KQED 88.5 FM to help voters become more involved in the political process.

BayTV is the Chronicle Broadcasting Company and Liberty Media Company's 24-hour news, sports and information cable channel, serving 1.3 million households in the Bay Area. Earl Frounfelter is news director.

KRON is an NBC affiliate, owned by Chronicle Broadcasting Company of San Francisco. Janette Gitler is director of local programming and program development for KRON and director of news and programming for BayTV. Al Holzer is KRON vice president and station manager. Amy McCombs is president and chief executive officer of the Chronicle Broadcasting Company.

# KRON-TV

## NEWS RELEASE

DATE  
May 27, 1998

NUMBER  
98-5-64

CONTACT  
Jodie Chase (415) 561-8658  
Ken Kaplan (415) 561-8724

### **"DECISION '98" -- KRON NEWSCENTER 4 AND BAYTV TEAM UP TO PROVIDE SPECIAL LIVE ELECTION NIGHT COVERAGE ON JUNE 2**

(San Francisco) -- KRON, Channel 4 and BayTV (Cable Channel 35 on most Bay Area cable systems) will team up to provide special live Election Night coverage. Anchored by KRON's Pam Moore and Pete Wilson in San Francisco and Suzanne Shaw in San Jose, special coverage will feature live reports from political headquarters throughout the state, including major candidates for governor, senate, Oakland mayor, San Jose mayor, and local and state propositions.

When the polls close at 8:00 p.m., BayTV will present a special Election Night edition of the "9 O'Clock News" anchored by Evan White and Michelle Blaine. At 9:00 p.m., KRON will provide a live election update, return to NBC programming until 10:00 p.m., and present live election coverage until midnight. Continuous election coverage will continue on BayTV until midnight. The following is a schedule for Election Night -- Tuesday, June 2:

#### **KRON-TV, Channel 4**

**8:00 p.m. -- "Mad About You"**

**8:30 p.m. -- "News Radio"**

**9:00 p.m. -- "Decision '98" live update  
followed by "Frasier"**

**9:30 p.m. -- "Just Shoot Me"**

**10:00 p.m. -- "Decision '98" live coverage  
until midnight**

#### **BayTV, Cable 35**

**8:00 p.m. -- Special Election Night edition  
of the "9 O'Clock News"  
(one hour)**

**9:00 p.m. -- "Decision '98" live coverage  
until midnight**

To see "Decision '98" online, visit SF Gate at [www.sfgate.com](http://www.sfgate.com).

BayTV is Chronicle Broadcasting Company and Liberty Media Company's 24-hour news, sports and information cable channel, serving 1.3 million households in the Bay Area. Earl Frounfelter is news director.

KRON is an NBC affiliate, owned by Chronicle Broadcasting Company of San Francisco. Janette Gitler is director of programming and program development for KRON and director of news and programming for BayTV. Dan Rosenheim is news director. Al Holzer is vice president and station manager. Amy McCombs is president and general manager.



## DECLARATION OF JOHN COATE

I, John Coate, Manager of The Gate, do declare as follows:

1. I am manager of The Gate (the "Gate"; [www.sfgate.com](http://www.sfgate.com)), which is a web-based online service provided by the *San Francisco Chronicle* (the "Chronicle"), the *San Francisco Examiner*, KRON-TV ("KRON"), BayTV and Chronicle Books. I began at the Gate in 1994, when it was the joint website of the Chronicle and the San Francisco Examiner alone. Prior to that, I was Marketing Director and Conference Manager of The Well, one of the first online services to obtain a mass audience by providing a bulletin board for online conferencing on virtually any topic. In all, I have had 11 years of experience in the online service business.
2. When the Gate began, in 1994, it was a product of the newspapers that founded it -- the Chronicle and the San Francisco Examiner. It consisted mainly of newspaper articles reprinted in electronic form.
3. I was charged with the responsibility of making the site more interactive and grounded in the community. In my view, websites should be places, apart from work or home, where people can mingle and share views, air differences, voice complaints, get acquainted, and learn about their world. The Chronicle Publishing Company (the "Chronicle Company") wanted me to create a new medium that does not yet fully exist, but that partakes of the strengths of the Chronicle Company's existing holdings. What we are trying to do with the Gate is to explore the promise of the internet and convergence by building on, and adding to, existing strengths. The premise of the Gate was that it would have its own editorial voice, with the ability to buy its own freelance work, write its own headlines, seek its own multimedia work, etc... We are looking for new ways to aggregate material and put it together with a community dialog so that we enrich the news and information the community already receives through traditional media.
4. In an environment with a plethora of services like the internet, a robust form of communications is necessary to reach and hold an audience. This is best done with a marriage of video and text -- the cognate strengths of a television station and a newspaper. A commitment to supply video online is time-intensive and expensive because you have to do it all by hand. You have to digitize the tape, cut it into discrete parts and make it searchable. If you don't have access to television station content, you're probably not going to do it.
5. In addition to text and video, the vitality of the online medium depends on the content created by exchange within the community as well as by a site's managers. Thus, a community-based website needs to have a strong interactive component that is integrated into video and text and is able to draw a significant cross-section of the community.

6. Between 1995 and 1997, we began to write more of our own material in addition to what we got from the Chronicle. We commissioned community bulletin board software. We also set up feedback channels so that the community could write to the reporters as well as the editors. The Chronicle was very supportive of these efforts. In some cases, the reporters actually host the online discussions.
7. In 1997, the Chronicle Company decided that the best way to create a new communications paradigm was to merge KRON's website, KRON Online, with the Gate. When combined, we had much greater flexibility.
8. The Gate is separately staffed from both KRON and the Chronicle. It has 35 employees and maintains its own staff, budget, sales force and overall control. The Gate's current operating budget is well over \$3 million, with revenues of a little more than \$1 million. The Chronicle Company makes up for our losses.
9. The merger of KRON Online with the Gate actually resulted in more autonomy for the Gate than it had previously enjoyed and the site emerged as a voice that is truly distinct from either of its sponsors (the Chronicle and KRON). At the same time, it allowed the Gate to merge newspaper depth with broadcaster speed and to draw on the community presence that the newspapers and KRON already had.
10. The Gate now serves as an interactive supplement for all the Chronicle Company's San Francisco properties. Thus, a user can follow an issue in the Chronicle, follow-up with KRON or BayTV coverage during the day, and track how neighbors are responding to the issue through the Gate's conferencing mechanism. We are able to create new content and repurpose content from both KRON and the Chronicle. Most of the coverage will be separate, as reflected in each medium, but will be linked by the Gate. In some cases, the media will agree to cover the same issue from their differing perspectives, using their distinct capabilities. For example, this year, the Chronicle, BayTV, KRON and the Gate took up President Clinton's challenge to support a dialog on race. The ongoing series is called *About Race*. The Gate features new and previously published articles from the Chronicle, video and audio news segments from KRON and BayTV, links to websites that explore racial issues, and community comments. Because all four media participants in this series are commonly owned, we have had the support of management to expend significant resources on a common endeavor that provides huge benefits to the community and large benefits to the Chronicle Company as a whole.
11. The Gate's news director sits in on the Chronicle's and KRON's news meetings on a daily basis. This allows the Gate to provide the Bay Area with an interactive component to the news stories readers/viewers are already following and to create possibilities for convergence between the print and electronic media. In some cases, our participation in these meetings helps the reporters craft stories with an eye to public interaction through the Gate.
12. Because we are not limited by bandwidth or paper, we can go on to cover matters that KRON and the Chronicle cannot reach. And we can use the resources of the

more established media to do this. For example, a Chronicle sports columnist contributes a column to the Gate on surfing. Such a column is extremely valuable to aficionados, but probably never could garner the critical mass to succeed in a newspaper or on a television station.

13. Like most websites, the Gate is not profitable and may not be for years to come. The fact that the Gate has now become integral to the operations of KRON, the Chronicle, and BayTV helps assure us of the funding we need to continue to develop quickly. Through the Gate, the Chronicle opens its news archives to the public, unlike many newspaper sites, for free. The Gate has helped the Chronicle to become the site of record.
14. In the future, we expect to expand our use of live camera views to make visiting the city easier even for residents. We are also going to create a visitor's guide for the Bay Area with both text and video. We plan to improve the way we classify news by creating a uniform way of slugging KRON, Chronicle and Gate news. These classification systems should agree or searching will be inefficient. We also plan to make more options available for readers to customize the presentation according to their preferences.
15. Because of its innovative offerings and the way in which it knits together video, newspaper, and new online content, the Gate has become an unprecedented success in the Bay Area. According to a MediaMetrix study (using a Nielsen-like approach), the Gate is the most frequently accessed Bay Area content site and is the 18<sup>th</sup> most common site accessed by Bay Area residents period (after sites like AOL, Yahoo, Altavista, and Amazon). According to a user profile study that we conducted this year, 10.7% of the internet users in the San Francisco DMA (or more than 270,000 people) regularly access the Gate and 36% of our users visit us every day (see attached report). We receive more than two million hits a day.
16. The Gate provides the Bay Area with a unique kind and source of information. Although we do provide certain Chronicle and KRON content that those entities might provide on their own in separate websites, we also provide a hybrid of their content and mix that hybrid with other content to create a very different experience. The Gate has the freedom of collecting information from the very different sources that sponsor it, but then merging that information into something new, something that is truly cyber-content.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge and belief.

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A handwritten signature in cursive script, appearing to read "John Coate", written over a horizontal line.

John Coate

July 16, 1998



## SF Gate is the #1 Bay Area content site and #18 of all sites accessed locally

	<u>Bay Area Reach</u>	<u>Nat'l Reach</u>	<u>Index</u>
♦ aol.com	50.1%	47.9%	105
♦ yahoo.com	47.5	42.8	111
♦ netscape.com	28.7	27.1	106
♦ geocities.com	23.3	22.8	102
♦ microsoft.com	22.2	23.7	94
♦ excite.com	17.5	20.6	85
♦ infoseek.com	15.6	18.3	85
♦ lycos.com	12.2	13.3	92
♦ msn.com	12.1	12.2	99
♦ amazon.com	12.1	7.6	159
♦ tripod.com	10.8	10.5	103
♦ switchboard.com	9.9	10.6	93
♦ pacbell.net	8.7	1.0	870
♦ netcom.com	8.5	5.8	147
♦ earthlink.com	8.3	6.0	138
♦ four11.com	8.1	6.9	117
♦ altavista srch svcs	7.9	9.7	81
♦ <b>sfgate.com</b>	<b>7.8</b>	<b>0.6</b>	<b>1300</b>
♦ simplenet.com	7.8	8.2	95
♦ disney online	7.5	7.0	107
♦ real.com	7.4	7.1	104
♦ zdnet.com	7.4	8.5	87
♦ att.net	7.3	6.4	114
♦ ca.gov	6.9	1.2	575
♦ best.com	6.7	3.6	186
♦ mapquest.com	6.3	4.0	158
♦ compuserve.com	5.8	6.0	97
♦ weather.com	5.5	5.9	93
♦ sony online	5.4	5.6	96



www.sfgate.com

The Gate

## SF Gate Reaches 10.7% of DMA Internet Users Each Month!

% Reach of SF Gate domain from home 6.9%

% Reach of SF Gate consolidated domain sites from home (including TV sites) 7.8%

% Reach of SF Gate consolidated domain sites total (from home + out-of-home) 10.7%

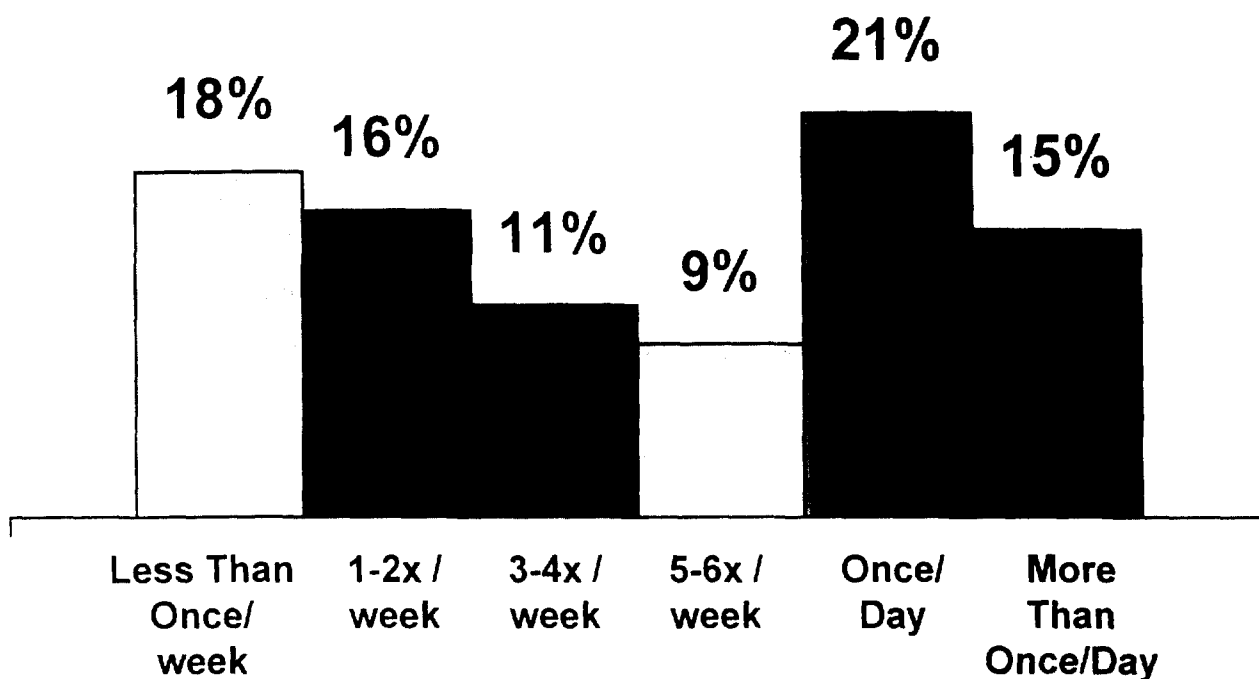
According to 1998 Media Metrix, 6.9% of DMA Internet users access SF Gate domain name from home, while 7.8% of DMA Internet users access the consolidated SF Gate domain names (to include kron.com, baytv.com, newmedianews.com, etc.) from home.

And, according to the 1998 SF Gate Users Profile Study, 27% of SF Gate users access outside of the home. Thus, by taking the 7.8% reach of home users and dividing it by a 73% base (to account for the 27% of out-of-home users), we know the SF Gate delivers a 10.7 total reach.

## SF Gate Users Are Loyal Customers

**36% of Our Users Visit Us Each Day!**

### SF Gate User Frequency



*Source: SF Gate Users Profile Study, 1998*

**Call your SF Gate sales rep for additional information (415) 447-6329**



## DECLARATION OF JANETTE GITLER

I, Janette Gitler, Director of News and Programming for BayTV and Director of Local Programming and Program Development for KRON-TV, do declare as follows:

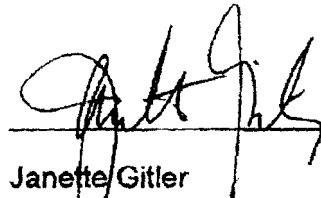
1. I am the Director of News and Programming at BayTV, which is San Francisco's only 24-hour local news, information, and talk cable channel and is carried by most Bay Area cable systems with a reach of 1.3 million homes. BayTV is owned by a partnership of The Chronicle Publishing Company (the "Chronicle Company") (51%) and Liberty Media, Inc. (49%), a subsidiary of TCI Cable. I have held this position since 1997. I am also Director of Local Programming at KRON-TV ("KRON"), San Francisco.
2. I came to KRON in 1991 after being Associate Director of News and Current Affairs for KQED-TV, a public television station in San Francisco. In all, I have had 19 years of experience in broadcasting and cable.
3. The Chronicle Company started BayTV in 1994 with the goal of building an exclusively local-oriented cable channel that has strong connections to each of the Chronicle Company divisions (KRON, the *San Francisco Chronicle*, and the Gate), but maintains a separate staff and newsgathering capabilities.
4. BayTV is growing quickly. Overall, our staff has nearly doubled in the last nine months to 131 people. Of these, 36 are also employees of KRON. We have recently purchased all new studio, news, and video equipment and have gone completely digital to provide better service. BayTV now has six reporters and two live news vans to better cover local news. Our current operating budget is well over \$10 million and our deficit cash flow is well over \$3 million; KRON makes up the difference.
5. The growing popularity of BayTV is shown by a recent survey of Marin County residents (attached). Of all the cable stations those residents did not then have access to, the one they most requested was BayTV.
6. Local news is the primary focus of our efforts. At 7 PM, we rebroadcast the 6 PM local news of KRON. This serves the many Bay Area residents who simply cannot get home by 6 PM. From 9 to 10 PM we produce our own local news program. BayTV covers local events that are not covered by any other electronic medium. For example, in 1995, BayTV provided full live coverage of the University of California Regents meetings that dealt with controversial affirmative action admissions (see attached newspaper article). BayTV has covered San Francisco mayoral debates when those debates could be viewed nowhere else. Because local stations take a more regional, statewide and national view and must cut-away to network programming, they simply cannot cover local races like school board elections. BayTV covers such elections and stays with the story throughout the day. BayTV also often provides live coverage of a news event that KRON or the Chronicle may be covering for the nightly or morning news. Unhampered by the time restraints and

network obligations of a local television station, BayTV will generally carry an entire local news event live. For example, we have covered live Jesse Jackson's "I Have A Dream" rally, the groundbreaking of the new San Francisco Giants stadium, the keynote speech of Steve Jobs at MacWorld, and President Clinton's "Coalition on Race" forum in San Jose.

7. BayTV is committed to neighborhood journalism. We believe the nationwide trend away from local programming has created a void that the public wants and needs filled. We are eager to fill that void. We are on the air 24 hours a day and originate local programming from 7 AM to 10:30 PM each day. For example, we produce a morning show, *BayTV Morning*, from 7 to 9 AM on weekdays, that is focused on what local residents need to know to start their day. At the other end of the day, we produce *Take Issue*. This is a hard-hitting discussion program, hosted by a popular KRON anchor, along the lines of a local *Nightline* which invites guests and the public to respond to important local issues. Among our most popular programs are a sports talk show hosted by Gary Radnich, KRON's sports anchor, a cooking show called *Bay Café*, a consumer affairs program, *All Consuming*, and *Close-Up With Belva Davis*, which is hosted by a KRON reporter who presents positive stories on KRON that BayTV then follows up by bringing the subjects of the stories into the studio.
8. BayTV's cooperation with KRON and the *San Francisco Chronicle* (the "Chronicle") facilitates more complete coverage of local news and events. Much of our programming builds on KRON's resources. For example, *Take Issue* follows up in more detail and with greater audience participation stories that KRON has broadcast during the day. *All Consuming* uses the material that KRON's consumer unit collects about consumer complaints, but also does its own consumer reporting. In addition, BayTV uses a KRON reporter as host in a weekend program, *Talkin Pictures* (about current films). At the same time, these programs offer Bay Area viewers material they do not get on KRON or anywhere else.
9. Having responsibilities at BayTV and KRON permits me to allocate resources to provide more complete coverage. For example, KRON producers helped arrange for local July 4 fireworks to be carried live on BayTV and later rebroadcast on KRON. In addition, when a BayTV reporter is covering an event in its entirety, a KRON reporter that would have covered the event may be freed to cover other news. Similarly, BayTV may use footage from KRON on its 9 PM news.
10. BayTV also uses the resources of the Chronicle. We have cameras installed in the Chronicle's San Francisco, Walnut Creek and Sacramento offices and use Chronicle reporters on a daily basis for on-air commentary. The practice of using Chronicle reporters is especially important for BayTV, because of its requirement for more news content. The availability of the Chronicle's reporters enables more in-depth coverage of more local stories than a typical broadcast or local cable station could provide. To facilitate cooperation, there is a full-time liaison representing BayTV at the Chronicle.

11. BayTV, KRON, the Chronicle and The Gate, also work together on special projects. For example, all three entities have been significant contributors to *About Race*, a year-long multimedia dialogue about race relations in the Bay Area. BayTV held five hour-long call-in shows on consecutive weeks, using KRON's nightly reports and Chronicle stories as a basis for the discussion (see, for example, attached press release). The Gate provided much of this material online, a discussion forum, and links to other websites exploring racial issues. Similarly, BayTV has contributed extensive and often live coverage to the *Voice of the Voter* special political projects of KRON, the Chronicle and the Gate. For example, in 1997, BayTV conducted public forums of at least an hour each in many of the Bay Area counties on the local transportation crisis.
12. It has taken strong leadership from the Chronicle Company to stick with BayTV and grow it. This commitment, as well as the contributions of the Chronicle Company outlets, will help us to develop quickly.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge and belief.



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Janette Gitler

July 21, 1998

January 1

Printed using  
recycled paper

SUNDAY

# Marin Independent Journal

WEATHER: Windy with rain, heavy at times; high of 59. Details, A2.

• • Marin County, California

## Marin viewers sound off on TV channel wish list

By Maura Thurman

*IJ correspondent*

Marin television viewers say Bay TV, The History Channel and E! are their top choices when the county's cable systems add new stations.

The preferences were among the results of an Independent Journal reader survey on cable offerings

that drew more than 2,000 responses.

Expansion planned for cable systems serving most of Marin could add new channels to the lineup this year.

Arts & Entertainment headed the list of favorite channels among those already offered by TCI Cable, which serves about 64,000 homes in Central and Southern Marin, and Chambers Cable, which has about

17,000 subscribers in Novato.

And high on the list of new channels was E!, news and features about the entertainment world.

Other channels on Marin's most-wanted list reflected the eclectic interests of the county's residents: cooking, gardening, science fiction and weather drew significant votes, along with more traditional entertainment packages.

See Survey, page A6



*IJ photo/Frankie Frost*

**TCI REQUEST:** Becky Holbrook of Sausalito is hoping that TCI will add the food channel when it expands.

### What Marin wants to see on TV

More than 2,000 viewers responded to an IJ survey on what channels they want on Marin cable TV. What they said:

- ☒ Favorite existing channels
- ☒ Most requested new channels
- ☒ Least favorite channels
- ☒ Complete results

— See page A6

# Survey finds what channels Marin TV viewers prefer

From page A1

"I came from New York 5½ years ago and I've always been disappointed with what cable offers here," said Diane Peck of San Anselmo, the chef at Glen Ellen's highly regarded Gaige House Inn, who sent a request for The Food Network with her ballot.

"I've considered getting a satellite dish, but I guess I'll wait it out to see what they add," she said. "I can't wait to see what they charge for it."

With both cable systems in the throes of selecting channels to be added this year, TCI and Chambers officials said they will review the IJ survey with their own customer polls to decide how to expand their offerings.

Both said customers may pay a little more for greater selection, though neither has settled on final lineups or prices.

"We certainly know they want to see more channels," said Andrew Johnson, director of communications for TCI Cable in California, Nevada and Arizona. "By the end of the year, people are going to have more TV than they know what to do with."

TCI plans to add 37 stations, doubling current capacity, and offer another 36 through an optional digital compression package, which stretches the capacity of existing coaxial cables but requires a set-top decoder box for subscribers, Johnson said.

The History Channel has been part of the digital package offered elsewhere, he said, but could be added as a regular analog station in Marin at the discretion of local TCI managers.

He noted The History Channel, the

Sci-Fi Channel and ESPN2 rank as most-wanted stations in TCI polls around the Bay Area, making them a good bet for a spot on the expanded dial.

Chambers plans to expand this year from 37 channels to "80ish," said Glenn Rierson, area manager for the cable system.

"At this point, we have not finalized our contractual obligations with the channels we will add or decided how they would be broken up price-wise," he said.

Chambers already offers the second ESPN station, he noted, but lacks The Comedy Channel, which got high rankings among most-loved stations.

"I feel confident that our customers will be receiving some of the stations that got high marks," Rierson said.

Federal regulations that require cable companies to carry some stations complicate the challenge of trying to satisfy customers. Along with "must-carry" stations are the "gotta-carry" ones that people regard as cable standards, Johnson said, such as A&E, Discovery and Nickelodeon.

More than 75 stations got at least a write-in mention in the IJ survey, among them channels for golf, game shows, banking and NASA, Empowerment Television and BBC, the British Broadcasting Network.

Marian Blanton of San Rafael, a retired community college teacher, said the first duty of cable planners should be diversity.

"Having another 75 channels is meaningless unless you bring in new perspectives," said Blanton, who would like to see BBC and Israel TV broad-



IJ photo/Martin Klimek

**ANIMAL CHANNEL:** Susan Miller of Novato, a supervisor at Wild Care, wants the Animal Planet channel.

casts.

"I have the notion more and more that our news is skewed by our own internal vision and it would be wonderful to be able to step outside of that once in awhile," she said.

Even stations that focus on favorite subjects may leave viewers wanting, said Marjorie Wickham, a retired Strawberry resident who put in a vote for Home and Garden Television.

"Even they don't carry anything exclusively on Western gardening," said

Wickham, who plans a garden at her family's Rogue River vacation house in Oregon as well as her Marin home.

Given the broad interest in cooking as entertainment, The Food Network should be a shoo-in, said Becky Holbrook of Sausalito, who runs Rainbow Catering.

"I love to watch about cooking and I always learn. It's so much better than some of the drivel and trash that's on," she said.

Susan Miller of Novato, a volunteer supervisor at Wild Care in San Rafael, would like to see Animal Planet, a channel that got several mentions but didn't make the top 10.

"It's informative for the average Joe on up to some sophisticated medical things," said Miller, who is a foster parent to orphaned baby squirrels each spring.

"But I'm not that hopeful. I find trying to talk to Chambers like hitting my head on a wall."

Public service sometimes outweighs public opinion for channels that may attract fewer fans, said Johnson of TCI. The California Channel, for example, is the only station that airs state legislative sessions, but placed low in the IJ survey.

"There is a certain niche that will always want that and it has some value to education. The California Channel will probably always have a place," he said.

Near the bottom of the survey heap was QVC, the shopping network, which will nevertheless continue to appear since it is a "must-carry" station in Marin under federal regulations.

## TOP TEN FAVORITES

A&E (Arts & Entertainment)	1,005
AMC (American Movie Classics)	880
CNN	765
Discovery	609
TBS	585
TNT	585
USA	520
CSPAN2	520
The Movie Channel	508

## TOP TEN REQUESTED

Bay TV	278
The History Channel	240
E! (Entertainment Television)	250
The Learning Channel	240
MSNBC	240
KTEH, Channel 54	236
Sci-Fi Channel	228
Home and Garden Television	228
Food Network	218
The Weather Channel	217

## FEWEST VOTES

NFL Doubleheader	1
Playboy	2
Starz	2
BBC	3
NASA Station	6
FWTN	6
FNC (Fox News Channel)	10

## COMPLETE BALLOT TALLY

A&E (Arts & Entertainment)	1,005
AMC (American Movie Classics)	880
Animal Planet	210
Arts Channel	12
Banking Channel	3
Bay TV	278
BBC	3
BBC World	17
BET (Black Entertainment Television)	75
Bravo	110
The California Channel	17
The Cartoon Network	97
Cinemax	72
CNBC	474
CNN	765
Comedy Channel	476
Court TV	42
C-SPAN	470
C-SPAN2	620
Discovery Channel	609
The Disney Channel	457
Empowerment TV	2
E! (Entertainment Television)	250
Encore	13
ESPN	470
ESPN2	137
EWTN	6
The Family Channel	137
Food Network	218
FFN (Fox Financial News)	13
FNC (Fox News Channel)	10
FX (Fox sports plus original programming)	87
Game Show Channel	12
Golf Channel	125
Headline News	220
HBO	508
HBO 2	17
The History Channel	254
Home and Garden Television	228
The Independent Film Channel	102
KTEH, Channel 54	236
The Learning Channel	242
Lifetime	618
M2	21
The Movie Channel	508
MSNBC	240
MTV	113
The Nashville Network	58
NASA Station	4
Nickelodeon	402
Nick's TV Land	38
NFL Doubleheader	1
Outdoors	100
Playboy	2
Pravus Channel	2
QVC (The Shopping Channel)	87
Q2: Resource TV	20
Romance Classics	213
Sci-Fi Channel	228
Showtime	470
Speed Vision	20
Sportchannel	387
Starz	2
TBS	585
Turner Movie Classics	215
TNT	585
Travel	76
Trinity	17
USA	580
VH1	337
The Weather Channel	217

2000  
Responses  
278 Bay  
(14%)

**AFFIRMATIVE ACTION**  
**THE GREAT DEBATE**

# Showdown at UC

## **AFFIRMATIVE ACTION**

### **University of California admissions policies:**

■ The top 12.5 percent of California high school graduates are eligible for admission to the University of California system based on grade-point average, test scores and type of high school program.

■ Each UC campus admits 40 to 60 percent of new students on the basis of the above academic criteria. The students are selected based on a combination of academic and other factors, including ethnicity or race, physical or learning disabilities, education disadvantage, low income and special talents and experience.

■ Up to 6 percent of new students (1,374 last fall, or about 4.4 percent) do not meet the university's entrance requirements. About two-thirds of these exceptions are given preference due to ethnicity, race or economic disadvantage, while the remainder have special talents in athletics, music or other areas.

### **UC Regent Ward Connerly's proposal:**

■ Stop considering race and gender in the admission process by Jan. 1, 1997.

■ Appoint a task force of representatives from business, students, the university, other segments of education and organizations involved in academic out-

reach to increase the eligibility rate of underrepresented groups.

■ Develop supplemental criteria, allowing consideration of applicants who have had economic or social disadvantage — such as an abusive or otherwise dysfunctional home or a neighborhood of unwholesome or anti-social influences, but who demonstrate sufficient character and determination in overcoming obstacles to warrant confidence that they can pursue a course of study to successful completion. These applicants must be academically eligible for admission.

■ Ethnicity or race would not be a factor when exceptions are considered to the requirement of academic eligibility.

■ The university should ensure that 50 to 75 percent of the new admissions at each UC campus are based solely on academic merit.

*The University of California regents meet at 8 a.m. today at the UC-San Francisco Laurel Heights campus, 3333 California St., San Francisco. The meeting will be televised live on Bay TV Channel 35 on most cable systems. Bay TV also is on TCI's Channel 47 in Martinez, Danville, Alamo and parts of Walnut Creek; and Ponderosa Cable's Channel 74 in Danville.*



## Press Release

Date: June 3, 1998  
Number: 98-5-69

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### **"ABOUT RACE" -- KRON ANCHORS PAM MOORE AND PETE WILSON HOST ONE-HOUR DOCUMENTARY EXPLORING ISSUES OF RACE IN THE BAY AREA**

**WEDNESDAY, JUNE 10 AT 7:00 P.M. ON BAYTV, CABLE 35 AND SUNDAY, JUNE 21 AT 7:00 P.M. ON KRON, CHANNEL 4**

(San Francisco) -- As part of a year-long commitment to examining issues of race relations, KRON anchors Pam Moore and Pete Wilson will host a special one-hour documentary exploring the state of race in the Bay Area and the nation. Based on an acclaimed five-part news series which aired in February on "NewsCenter 4 at 6," the documentary looks at the frictions, animosities, misconceptions and miscommunications that exist among people of different backgrounds. It also shows how some people are working to break stereotypes and foster multi-racial understanding in schools, the workplace and communities. "About Race" will air Wednesday, June 10 at 7:00 p.m. on BayTV (Channel 35 on most Bay Area cable systems). KRON will present "About Race" on Sunday, June 21 at 7:00 p.m. on KRON, Channel 4.

"Our year-long commitment to exploring and encouraging dialogue about race, we hope, has been relevant and illuminating," said KRON News Director Dan Rosenheim. "It also has little precedent in commercial television. Together with BayTV and SF Gate, we are providing an ongoing and interactive examination of racial issues. We hope our efforts will change the way race is covered by the media and encourage more public discussion of race relations."

"About Race" includes:

"Race is something we do to each other. It has nothing to do with what our DNA does to us."  
-- Dr. Sylvia Spengler, a geneticist at UC Berkeley

Moore shows how race has no significant meaning in science. She hears from geneticists and psychologists about whether there are scientific links between race and intelligence, athletic ability and other qualities that are common stereotypes. She explores prejudice and ethnocentricity, and focuses on an experiment that demonstrates how easily people develop "habits of prejudice." more...

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"America used to be a melting pot and now it's not anymore. It's multicultural."  
-- Diane Ward, a white Bay Area resident

Moore and Wilson look at President Clinton's call for national conversation on race. They show a vast gap in the way different Americans perceive the realities and problems of other races. They report that to better understand one another, people must create safe places for exploring their differences.

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"Looking around at everyone and noticing that I was the only African American in the whole room...I dealt with it. Then I looked around again and noticed I was the only female in the room."  
-- Diversity Dialogue Group member

Moore and Wilson look at how the workplace has become one of the most important places for people to interact and deal with racial issues. They visit a Diversity Dialogue Group meeting inside a local company, where employees of different races meet to discuss race relations.

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"I think teachers are afraid of doing something wrong, saying something wrong. They are scared of taking that lid off Pandora's Box."  
-- Kim Blackwell, a facilitator for the National  
Conference's Different and the Same diversity program

Wilson reports on how some schools are adding race relations to the three R's. He visits Longfellow Elementary School in San Francisco, where twice a week fourth grade students learn about prejudice, diversity and getting along with others. Wilson looks at the benefits and some of the concerns surrounding the issue of teaching diversity in schools.

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"I think people are very prone to say: They should do something about this...somebody should do something, or the government should do something. But it's really just us. And if I'm not willing to make an effort, then I really can't expect that other people would."

-- Diane Bock, founder of Community Cousins

Moore profiles Diane Bock, a San Diego mother and housewife who is working to bring together people of different races. Disturbed by the Rodney King riots, she formed Community Cousins, a matchmaking group that helps people and families of one race to form friendships with people of another race. She has helped bring together more than 200 families in the San Diego area and hopes to soon take her program national.

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"About Race" is produced by Craig Franklin.

### **"SF GATE CONFERENCE"**

**INTERACTIVE FORUM FOR EXPLORING ISSUES OF RACE ON THE WEB AT [WWW.SFGATE.COM](http://WWW.SFGATE.COM)**

SF Gate ([www.sfgate.com](http://www.sfgate.com)) provides an ongoing "About Race" forum for viewers to talk online with one another and email KRON, BayTV and The San Francisco Chronicle journalists. SF Gate will feature new and previously published articles from San Francisco Chronicle, video and audio news segments from KRON and BayTV, and links to Web sites which explore racial issues.

SF Gate is the Web site for The San Francisco Chronicle, KRON-TV, BayTV and the San Francisco Examiner. John Coate is manager of SF Gate. George Shirk is news director.

BayTV is Chronicle Broadcasting Company and Liberty Media Company's 24-hour news, sports and information cable channel, serving 1.3 million households in the Bay Area. Janette Gitler is director of news and programming. Earl Frounfelter is news director.

KRON is an NBC affiliate, owned by Chronicle Broadcasting Company of San Francisco. Dan Rosenheim is news director. Al Holzer is vice president and station manager. Amy McCombs is president and general manager.

**KRON**

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**AN ECONOMIC ANALYSIS OF THE  
EFFICIENCY BENEFITS FROM  
NEWSPAPER-BROADCAST STATION CROSS-OWNERSHIP**

Prepared For Chronicle Publishing

Stanley M. Besen and Daniel P. O'Brien  
CHARLES RIVER ASSOCIATES INCORPORATED

July 21, 1998

## **I. Introduction**

Broadcast stations and newspapers are both engaged in disseminating information. Historically, the information offered by commonly-owned broadcast stations and newspapers has been largely separately produced and conveyed and, as a result, the potential for efficiencies from joint ownership has been largely unexploited. All this is likely to change with the advent of new media like the Internet.

The Internet, which has characteristics of both the electronic and print media, is creating opportunities for cooperation between newspapers and broadcasters, and we are starting to see instances of such cooperation. Although these developments are still in their infancy, they promise substantial benefits to both media owners and consumers of information. However, the scope of these benefits is likely to be limited by the Federal Communications Commission's ban on the formation of new newspaper-broadcast combinations.

The FCC rule that prohibits newspaper-broadcast cross-ownership (except where combinations have been grandfathered) may either prevent the achievement of the benefits of joint operation or force newspapers and broadcasters to engage in potentially less efficient economic arrangements to obtain such benefits. In either case, consumers of information may experience higher prices, less attractive product offerings, or slower innovation than if owners of broadcast stations and newspapers were free to operate under common ownership.

This paper describes the benefits of joint newspaper-broadcast station ownership. In doing so, it draws on the experiences of Chronicle Publishing as well as those of a number of other combinations of newspapers and broadcast stations, most involving joint ventures. Cooperation among these various media is still at an early stage, as indeed are the media themselves, and the synergies among them have not been fully developed. But the operations of Chronicle Publishing, as well as the other ventures involving newspapers and television operators, provide some indication of the types of benefits from new media enterprises that will be lost or impeded if the FCC's ban on newspaper-broadcast station combinations is continued.

## **II. The Basic Economics of Information Provision**

Information has characteristics of what economists call a public good, a good for which the cost of use by an additional consumer is zero.<sup>1</sup> Once a newspaper story, or a television program, or a motion picture, or a novel, or a law review article, or an economics treatise has been created and provided to one user, the additional cost of distributing the same information or entertainment to other users is quite limited. This simple fact explains why producers of information are continually seeking new ways to distribute the same information through different channels. If producers can find additional markets for information that has already been produced, almost all of the additional revenues collected in those markets add to their profits. Consumers benefit from this

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<sup>1</sup> A pure public good is one for which the amount available to any user is unaffected by the amount taken by other users and from which no user can be excluded once the good has been produced. Information comes close to having the first property.